

Adult Literacy Contact Centre NEWSLETTER



October 1991

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A project of the Adult Basic Education Association of B.C.

Regional Workshops: PR How-to

Beginning in November, the Literacy Public Awareness Campaign will be conducting a series of media workshops designed to teach basic public relations skills to local literacy groups in communities throughout B.C.

The workshops, called "How to increase awareness about literacy issues in your community," are part of the public relations component of Phase II of the campaign (a literacy cost-shared project of the Vancouver Community College region). They are open to members of literacy groups and organizations. Registration in each workshop is limited to 15.

A brochure announcing the workshops was distributed in October by Literacy B.C. to major regions in B.C. that were targeted for workshops.

The media workshops are conducted by Nancy Spooner, Director of Public Relations for McKim Advertising Ltd. (Vancouver), the agency on contract for the Public Awareness Campaign. The campaign is the same project that delivered radio and television public service announcements aimed at potential learners and the general public on the BCTV Newshour and over 90 radio stations throughout B.C. in September. (The psa's will air again in

November and December this year, and during January and February 1992.)

Spooner's other projects for not-for-profit agencies include a public awareness campaign for the 9-1-1 emergency telephone number, and ongoing media relations support for the Canadian Cancer Society. She has also managed projects for the City of Vancouver, the Vancouver Symphony Orchestra, Chevron Canada and the YWCA, among others.

The media workshop topics include:

- ♦ who the media are and how to work with them
- ♦ how to tell your story and who to tell it to
- ♦ interview tips
- ♦ hands-on practice in writing a press release, finding a news angle, media interviews

Workshops have already taken place in Prince George on November 1 and Fort St. John November 2.

Future workshops are scheduled for the following dates and locations:

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"How-to" from page 1

November 15, 1991
9:00 a.m. - 5:00 p.m.
Castlegar Public Library
1005 Third Street
Castlegar, B.C.

To register, contact:
Judy Wearmouth
Phone: 365-7765 (Castlegar)

November 16, 1991
9:00 a.m. - 5:00 p.m.
East Kootenay Community
College
2700 College Way
P.O. Box 8500
Cranbrook, B.C.

To register, contact:
Bob Gadsby
Phone: 342-3210 (Edgewater)

Mileage allowance can be provided for those needing assistance to get to either workshop.

Additional workshops are planned for Victoria and the North Island in January 1992, and Kelowna, Penticton, Williams Lake and the Lower Mainland in February 1992 (dates and locations to be announced).

For further information, contact:

Linda Mitchell (Member, Advisory Committee, Literacy Public Awareness Campaign - Phase II)
Literacy B.C.
1128 - 510 West Hastings Street
Vancouver, B.C.
Phone: 687-5077
Fax: 684-8520 ☐

New Liaison for Cost-Shared Projects

Literacy groups applying for funding under the cost-shared program between the National Literacy Secretariat (NLS) and the provincial Ministry of Advanced Education, Training and Technology (MAETT) have a direct contact in Victoria for the next six months.

Patty Bossort, who was President of the Adult Basic Education Association of B.C. from 1989-1991, is under contract as Literacy Cost-Shared Projects Liaison from October 1, 1991 to April 30, 1992. The position is funded by the NLS through the Centre for Curriculum and Professional Development. (The Centre is a service to the provincial post-secondary education system, funded by the MAETT under the auspices of Camosun College.)

Bossort will act as an advisory person to community literacy groups and institutions who want to access funds for projects. She will also make recommendations for changes to the cost-shared process for 1992/1993.

Adult literacy cost-shared projects are funded jointly by the NLS and the MAETT. For the current 1991/1992 fiscal year, approximately \$1.38

million was distributed among 43 literacy projects in B.C. Currently, fundable projects include: research; professional development; model or demonstration projects; curriculum development; and projects which improve access to literacy programs, information sharing and coordination of delivery and related services.

Bossort says the objectives of the role of liaison are to:

- ❖ review the project application and distribution process including development of recommendations regarding applications, criteria, operating and reporting guidelines for 1992/1993 projects;
- ❖ provide information and support to community groups and institutions applying for literacy cost-shared project funding;
- ❖ develop evaluation criteria and procedures for determining the effectiveness of literacy cost-shared projects;
- ❖ determine and implement a follow-up procedure and process for previous cost-shared projects, especially those which are incomplete; and
- ❖ provide information and analysis with regard to literacy cost-shared projects to both levels of government.

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Bossort says she will "work with groups, or sponsoring organizations, who are applying for funding for next year to determine how they fit the 1992/1993 guidelines." She says she is "not a trouble-shooter," but she "needs to know what the problems are" so she can make recommendations for improvements.

She invites groups and individuals to call or write her with "ideas or feedback on the application, review, evaluation and monitoring aspects of the program." Also, she suggests communities should "examine their literacy needs now, and conceive of project ideas. Know what your community needs and wants, and be prepared to fill out the application forms when they are available." (Last year, application forms were available by February 1, 1991 and due March 31, 1991.)

For further information contact:

Patty Bossort
Literacy Cost-Shared Projects Liaison
5th Floor
1483 Douglas Street
Victoria, B.C.
V8W 3K4
Phone: 387-6119
Fax: 387-9142 □

First International Plain Language Conference Set for B.C.

B.C.'s Plain Language Institute has issued a call for papers for an international conference in October 1992 designed to explore plain language issues.

The conference, says Institute Executive Director Philip Knight, will address the needs of British Columbians, but will also be designed to promote awareness of the international

plain language movement.

Delegates to the conference, to be held October 23-24, 1992 at Vancouver's Pan Pacific Hotel, will be drawn from the legal community, education, business and government.

The Plain Language Institute is an incorporated not-for-profit society, which was started in 1990 and is funded by the B.C. Ministry of the Attorney General and the Law Foundation of B.C. Its purpose is to promote the use of plain language in law, government and business in B.C.

The Institute defines plain language as "a process ... that begins by thinking about the

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The Adult Literacy Contact Centre is a project of the Adult Basic Education Association of B.C. and is jointly funded by the Ministry of Advanced Education, Training and Technology; and the National Literacy Secretariat.

The Centre welcomes receiving your literacy news by phone, fax or mail. We reserve the right to edit written submissions for the newsletter.

The newsletter is published monthly and distributed on the last working day of the month. It is available free of charge to any individual or agency upon request.



More Details on 1991/1992 Cost-Shared Projects

A summary of contacts and goals for each of the 1991/1992 literacy cost-shared projects between the Ministry of Advanced Education, Training and Technology and the National Literacy Secretariat is now available from the Adult

Literacy Contact Centre.

The 16-page list, prepared by the MAETT, provides the names of community and college partners (where applicable), a brief description of each project, and contact persons for each of the 43 projects.

"Conference" from page 3

readers of a document. Writers using this process approach their task with a concern to communicate to their readers."

The conference has three major agendas:

- ❖ to develop skills of working in plain language
- ❖ to stimulate and discuss research in the field
- ❖ to promote understanding of the needs of a document's readers, recognizing the special needs of "marginalized" readers in particular

The Institute invites proposals of 200 words on the following topics:

- ❖ the impact of plain language documents
- ❖ characteristics of effective plain language
- ❖ economic benefits of using plain language
- ❖ judicial implications of plain language
- ❖ the sources of legal language
- ❖ competing visions of policy in plain language laws

Proposals should be submitted by January 31, 1992 to:

Philip Knight, Executive Director
The Plain Language Institute of
British Columbia
1500 - 555 West Hastings Street
Vancouver, B.C.
V6B 4N6
Phone: 687-8895
Fax: 687-0018 ☐

Two B.C. Weeklies Try "Adult Reader" Feature

The concept of targeting adult new readers through a special feature in the local newspaper has caught on in two northern B.C. communities.

The *Terrace Standard*, a weekly with a circulation of 6,800 (which includes Prince Rupert, Hazelton and Smithers), and *Houston Today*, with a circulation of 1,400, have both instituted "new reader" features during the last three months.

The features were inspired by the Vancouver *Province NewsReader*, a weekly full-page feature designed for beginning adult readers. The *NewsReader* has been a *Province* feature since March 1990.

The *Standard's* feature, called The Start, began about 12 weeks ago, says the paper's editor Rod Link. The Start is a 6-column-width box situated opposite the editorial page on a page with no advertising. It consists of two stories (four to eight sentences in large print, usually accompanied by a photograph) selected from the paper's regular news. A recent story was an explanation of voting procedures for the October provincial election.

Link says he conceived of the idea from his association with staff and tutors at Project Literacy Terrace. He says the concept was "based on the idea that a newspaper should encourage people to read as much as possible," and adds that "more readers means more advertising and a healthier newspaper."

The New Reader feature on the editorial page of *Houston Today* began about six weeks ago inspired by The Start initiative, says the Houston paper's editor Barry Abbott. The New Reader consists of three or four sentences (related to one story from another page of the paper) in large print, inside a four-column-wide box. For example, The New Reader's election issue said: "Page one has a red box on it titled B.C. Election '91. The election is Oct. 17. If you want to vote, you must register. A page one story will tell you how to register...."

The feature is aimed at new adult readers, including those with English as a second language. Abbott says he would like to expand the feature to include two or more stories and a photograph, but is restricted by "time constraints and staff resources."

Both editors say they have received favourable response from their local literacy community but no responses as yet from their wider readership.

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Hands on: "Exemplary" Materials

The first of four Literacy Resource Forums designed to introduce curricula and other materials developed through literacy cost-shared projects will be held this November in Vancouver.

The Resource Forum, in conjunction with an Adult Basic Education Fundamental Level Training Event, takes place at Vancouver Community College, King Edward Campus on November 22 and 23. The forums are one of the 1991/1992 literacy cost-shared projects. (Community partner - the Adult Basic Education Association of B.C.; college partner - Camosun College.)

The goals of the forums are to:

- ❖ sponsor four hands-on workshops for practitioners in four different communities within B.C.
- ❖ train professionals and volunteers in the field of literacy instruction to use four exemplary pieces of curricula developed over the past three years

The first forum will feature six workshops, each offered twice daily. These are:

NOVEMBER 22

Social Studies Curriculum

Presenter: Audrey Thomas, independent literacy consultant, Victoria

Development of Math Literacy: A Numeracy Curriculum

Presenter: Jim Hooton, Acting Associate Dean, Liberal Arts and Access, Camosun College

Theme Units for Literacy

Presenter: Don Sawyer, Curriculum Director, Native Adult Education Resource Centre, Salmon Arm

NOVEMBER 23

Partnerships in Literacy: A Guide for Community Organization and Program Development

Presenter: Wendy Watson, Coordinator, Adult Basic Education, Fraser Valley College, Abbotsford

Job Guide for Adult Learners

Presenter: JoAnne Pasquale, Coordinator, Resource Centre and Publications, Centre for Curriculum and Professional Development, Victoria

Heroes: Theme Units for Literacy

Presenter: Kate Nonesuch, literacy instructor, Malaspina College, Duncan

Patty Bossort, Resource Forums Coordinator, says the two and a half hour sessions "will provide sufficient in-depth and hands-on experience that participants should leave with enough information to use the material themselves."

Invitations to send delegates to the November forum were issued to community college and school district directors of adult basic education; Adult Basic Education Fundamental Working and Steering Committee members; and to Lower Mainland agencies offering literacy programs.

Registration is still open for the November forum until November 15. The registration fee is \$10.00 per day per participant.

The schedule for the remaining three forums in 1992 is:

January 24	Dawson Creek
February 21	Cranbrook
March 13	Courtenay

For these forums Bossort says, "an agenda of workshop topics will be tailored to the express desires and needs of participants in each region."

For more information and to register contact:

Patty Bossort, Coordinator,
Resource Forums
5th Floor, 1483 Douglas Street
Victoria, B.C.
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Phone: 387-6119
Fax: 387-9142 ☐

First Prairie Literacy Institute

Literacy practitioners from the three prairie provinces will participate in the first Prairie Literacy Institute, a 12-day package of courses and seminars scheduled for July 13-24, 1992 at the University of Saskatchewan in Saskatoon.

The Institute (postponed from July 1991) is offered by the Saskatchewan Literacy Network, the Literacy Coordinators of Alberta, and the Literacy Workers Alliance of Manitoba. Each prairie province will have 15 seats reserved for experienced literacy practitioners, and approximately 30 seats will be available to those from other provinces. A registration deadline will be announced early in 1992.

Participants may choose to enrol in one of three courses:

Basic Literacy Methods

Instructor: Jean Reston, Adult Education Consultant, Advanced Education, Government of the Northwest Territories, Yellowknife, NWT

Learning Difficulties and Strategies

Instructor: Robin Millar, adult learning specialist, Manitoba Literacy Office, Manitoba Department of Education

Advanced Literacy Methods
Instructor: Mary Norton, adult educator, Edmonton

A selection of seminars (topics not confirmed to date) will also be available. Registration, which includes tuition and accommodation, will be approximately \$200.00 (not including travel costs).

For more information contact:

Nayda Veeman
Saskatchewan Literacy Network
P.O. Box 1520
Saskatoon, Saskatchewan
S7K 3R5
Phone: (306) 653-7368 or
(306) 653-7178
Fax: (306) 933-6490 ☐

Funds for Learner Events

Application forms will be mailed in mid-November for the 1991/1992 regional learner events cost-shared project, "Learners Talking to Learners." (College partner - Selkirk College; community partners - six practitioners and six learners from around the province.)

The project is intended to provide funds for the planning, organization and delivery of events for learners in communities throughout B.C.

Bossort says the events are "an opportunity for learners to plan their own event and talk about their needs and wants." She

adds funding guidelines are "very general and very flexible," and says application forms will be sent to "all known active literacy programs, learner groups, and Project Literacy groups in B.C." Applications must be returned by December 15, 1991.

For more information contact:

Patty Bossort, Coordinator
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5th Floor, 1483 Douglas Street
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Registration is still open for the eighth national conference of the Learning Disabilities Association of Canada, **Peak to Potential**, which will be held at the Banff Springs Hotel, Banff, Alberta, November 7-9, 1991.

Adult literacy-oriented workshops include:

- Bringing Literacy within Reach: Identifying and Teaching Adults with Learning Disabilities
- Identifying Emotional and Motivational Blocks to Learning in Adolescents and Adults with Learning Disabilities
- Chance at Literacy for Children and Adults with Learning Disabilities (a "readers' theatre")

For information, contact:

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Association of Alberta
Calgary Chapter
745B - 37th Street NW
Calgary, Alberta T2N 4T1
Phone: (403) 283-6606
Fax: (403) 270-4043